

Problem Statement

Leap Scholar aims to increase user engagement for its IELTS Prep [Product](#). Currently, user engagement is largely focused on just a few days before the exam, driven by actions like video consumption, mock tests, and speaking exercises

Given students' delayed preparation cycles and fluctuating motivation, there is an opportunity to design engagement that builds momentum and habits and keeps users engaged with the product.

This exercise focuses on identifying engagement gaps and opportunities for Product to help users complete their IELTS preparation.

Objective

Design an engagement solution that:

- Increases sessions per user and actions (Within 4 weeks of purchase)
 - Improves users' sense of progress, motivation, and momentum
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Users Insights

Students aged 18–26 planning to study abroad (UG/PG), along with early professionals managing preparation alongside busy schedules.

Key characteristics:

- High aspiration, low clarity initially
 - Motivation fluctuates without visible short-term wins
 - Aspiring Professionals and College Students with very busy schedules & limited learning time available
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Current Engagement Insights

Existing engagement is driven by:

- Content consumption (videos, practice, mock tests)
- Speaking Evaluations

Task

Propose one engagement-focused solution that solves for user activity during long preparation cycles.

The solution should aim to improve course completion and help users reach their target IELTS score.

Submission Format

Your submission should include:

- **Problem Understanding**
User understanding, which includes their demographics, behavioural traits, and user needs/pain points.
 - **Proposed Solution**
A crisp and clear explanation of your solution. How does it solve the problem? Think creatively and focus on ideas where you have high conviction
 - **User Experience Flow**
How a user encounters, uses, and re-engages with the solution
 - **Success Metrics**
Two to three primary engagement metrics that you will be tracking to measure success
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Submission Guidelines

- Format: PDF
- Length: **Maximum 5 pages**
- Focus on creative thinking, clarity of thought, user empathy, and structured problem-solving
- UI designs are not required
- **Brownie Points:** Working prototype of your proposed solution